commodore INFORMATION

FOR IMMEDIATE RELEASE

Contact: Michael S. Tomczyk
(215)687-9750

"EXPLOSIVE" VIC-20 SALES PUT INDUSTRY RECORD IN SIGHT

(Valley Forge, PA, September 8, 1982) -- Commodore Business Machines, Inc. announced that "explosive" sales of its VIC-20 personal computer put the company on target with its prediction to sell more home computers in 1982 than all other companies sold the previous year.

Commodore's dominance of the home computer market comes from "explosive" retail sales of the VIC-20 personal computer, according to Kit Spencer, vice president marketing. He said the VIC-20 has the number one market share in the home computer industry and is one of the fastest-selling products in consumer electronics.

'In January we predicted we would sell more computers this year than the entire industry sold in 1981. We're now well on our way to making this bold prediction a reality," he said. The way we've done it is to make the VIC-20 the most accessible, most affordable and "friendliest" true computer on the market."

-- more --

"EXPLOSIVE" VIC-20 SALES PUT INDUSTRY RECORD IN SIGHT

The VIC-20 is now being sold in over 8,000 outlets across the country, compared to 700 Commodore dealers in 1981. Major outlets include such well-known names as BAMBERGERS, GIMBELS, HESS'S, K-MART, LIONEL LEISURE, MACY'S, MONTGOMERY WARD, TECH HIFI, TOYS'R'US, MACY'S, SAM GOODY, JOHN WANAMAKER and WOOLCO.

"Without exception all chains currently selling the VIC-20 are outselling the competition," according to Ron Glatz, vice president consumer sales. "The merchandise managers and buyers presently retailing the VIC are extremely enthusiastic about the volume being generated.

As an indication of the recent sales pace, one retail group reported sales of over 1,200 VICs in a one-week period and another regional retail chain sold 360 units on a Saturday following newspaper ads that ran Friday night.

Glatz said these dramatic results were spurred by recent wholesale price reductions which prompted some retailers to sell the VIC-20 for under $200. He said this new pricing represents Commodore's continuing commitment to "affordable home computers", which began when the VIC-20 was introduced in 1981 as the first and only full-featured color computer priced under $300.

-- more --

"EXPLOSIVE" VIC-20 SALES PUT INDUSTRY RECORD IN SIGHT

"We want to make home computers as popular and 'friendly' as any other home appliance," Glatz said. "We don't believe the 'Home Computer Revolution' is coming. We believe it's here, and the VIC-20's proving it."

Commodore Business Machines, Inc., is a wholly owned subsidiary of Commodore International Ltd. (NYSE:CBU), a fully-integrated manufacturer of advanced microcomputer systems, consumer electronics products, semiconductors and office equipment. Commodore's Computer Systems Division markets the Commodore MAX Machine (tm), VIC-20 (tm), Commodore 64 (tm), PET (r), CBM (tm) and SuperPET (tm) computer systems and software to major accounts and stores.

# # #

COMMODORE BUSINESS MACHINES, INC. - Computer Systems Division, The Meadows, 487 Devon Park Road, Wayne, PA 19087 -- (215) 687-9750

commodore
INFORMATION

scanned by

commodore international
historical society

www.commodore.international

(This attribution page was not part of the original document)

COMMODORE BUSINESS MACHINES, INC. - COMPUTER SYSTEMS DIVISION
The Meadows, 487 Devon Park Road, Wayne, PA 19087 -- (215) 687-9750